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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Friday 14 January 2022 – Afternoon

Level 3 Cambridge Technical in Digital Media

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Unit 2: Pre-production and planning

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INSTRUCTIONS

Use this Insert to answer all the questions.

Do NOT send this Insert for marking. Keep it in the centre or recycle it.

ADVICE

Read this Insert carefully before you start your answers.

CONTEXT

Snap City is a photography studio specialising in supplying images of music artists and television personalities to lifestyle magazines. Snap City recently won a contract with a major UK record label, MGUK, to provide all the promotional shots for their new four-piece boy band 'Power Up'.

Snap City have three main members of staff:

AMBER – chief photographer. She set up the company, has many music industry contacts and liaises with magazine companies. Amber also deals with revenue streams.

CALVIN – costume and make-up artist. He is responsible for co-ordinating the visual style of the artists.

RAPHAEL – project manager. He ensures that all the photoshoots run to schedule, all equipment is set up and deadlines are met. Raphael also ensures target market needs are met by managing research to gain audience feedback.

Snap City have offered you an internship.

PRODUCT BRIEF

Snap City will provide all the promotional photographs for new boy band 'Power Up'. The photographs will be used across print magazines, the web and social media. Some will also be used on the official album covers.

The promotional photographs should promote the four band members' diverse personalities and ethnic backgrounds. The photographs should also reflect their 'boy next door' image. These will help appeal to their primary target audience of 10–16-year-old girls from a wide variety of backgrounds.

The photographs of 'Power Up' should be taken in four urban locations across the UK and reflect the genre of Pop.

The photographs of the whole band should be medium shots or long shots. Photographs of individual members should be close ups.

MGUK would like the photography completed in three months.



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